

# **Representative Survey of the City of Thunder Bay and the Thunder Bay-Atikokan Provincial Electoral District**

POLLARA 

Research Presentation

February 2013

# **Agenda**

**Purpose & Methodology**

**Key Findings**

**Part 1: Public Opinion Context**

**Part 2: Awareness and Attitudes**

# Purpose & Methodology

## **PURPOSE**

- To get an up-to-date, accurate and statistically significant read on actual public opinion among residents of the City of Thunder Bay from each of the city's seven municipal wards, as well as residents residing outside the city in the Thunder Bay-Atikokan provincial electoral district on issues related to Horizon Wind's proposed wind park.

## **METHODOLOGY**

- From December 10 to December 17, 2012, Pollara conducted a telephone survey among a randomly-selected, representative sample of 609 residents of the City of Thunder Bay and 475 residents of the Thunder Bay-Atikokan provincial electoral district, aged 18 and over.
- The margin of sampling error for the municipal sample is +/- 4.0%, 19 times out of 20, while that of the provincial riding results is +/- 4.5%, 19 times out of 20.
- The sample was comprised of at least 82 interviews in each of the City of Thunder Bay's seven municipal wards. The maximum margin of sampling error at the ward level is at most +/- 10.8%, 19 times out of 20.
- The results of the survey have been statistically weighted according to Statistics Canada's most recent Census data for age and gender, as well as by the population of the region to ensure that the sample is representative of the entire adult population.
- Discrepancies in or between totals are due to rounding.

# Key Findings

- **High degree of familiarity with the proposed wind park.**
- **A solid majority of Thunder Bay residents support the proposed wind park.**
- **Majority support for wind park in all city wards but Neebing, as well as majority support in the areas outside the city.**
- **On average, supporters have outnumbered opponents to the proposed wind park by a two-to-one margin over the past two and a half years.**

*Part 1:*  
**Public Opinion Context**

POLLARA 

# Top-of-Mind Most Important Issue:

*Unemployment is the number one issue facing Thunder Bay right now*

## Most important issue:

→ **Jobs / Unemployment (25%)**

## Somewhat important issues:

- Crime and public safety (9%)
- Poverty and housing (6%)
- The economy (5%)
- Health care (5%)

## Less important issues:

- Development / sprawl / growth (4%)
- Taxes / HST (3%)
- Aboriginal issues (2%)
- Teachers' strike (2%)
- Flood relief / cleanup (2%)
- Government spending (2%)

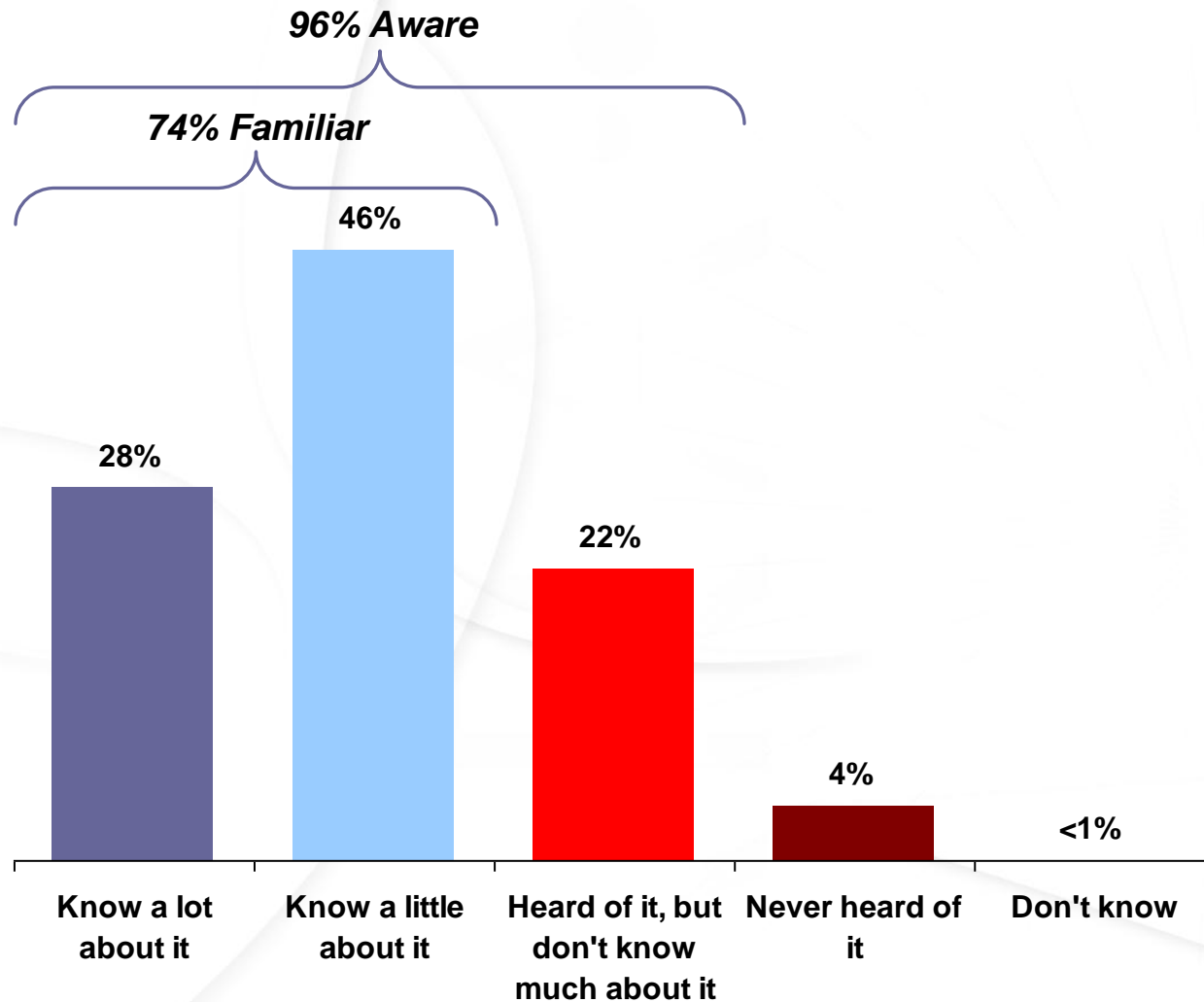
Don't know: 11%

*Part 2:*  
**Awareness and Attitudes**

POLLARA 

# Awareness of Proposed Wind Park:

*Solid awareness and familiarity with the project throughout Thunder Bay*

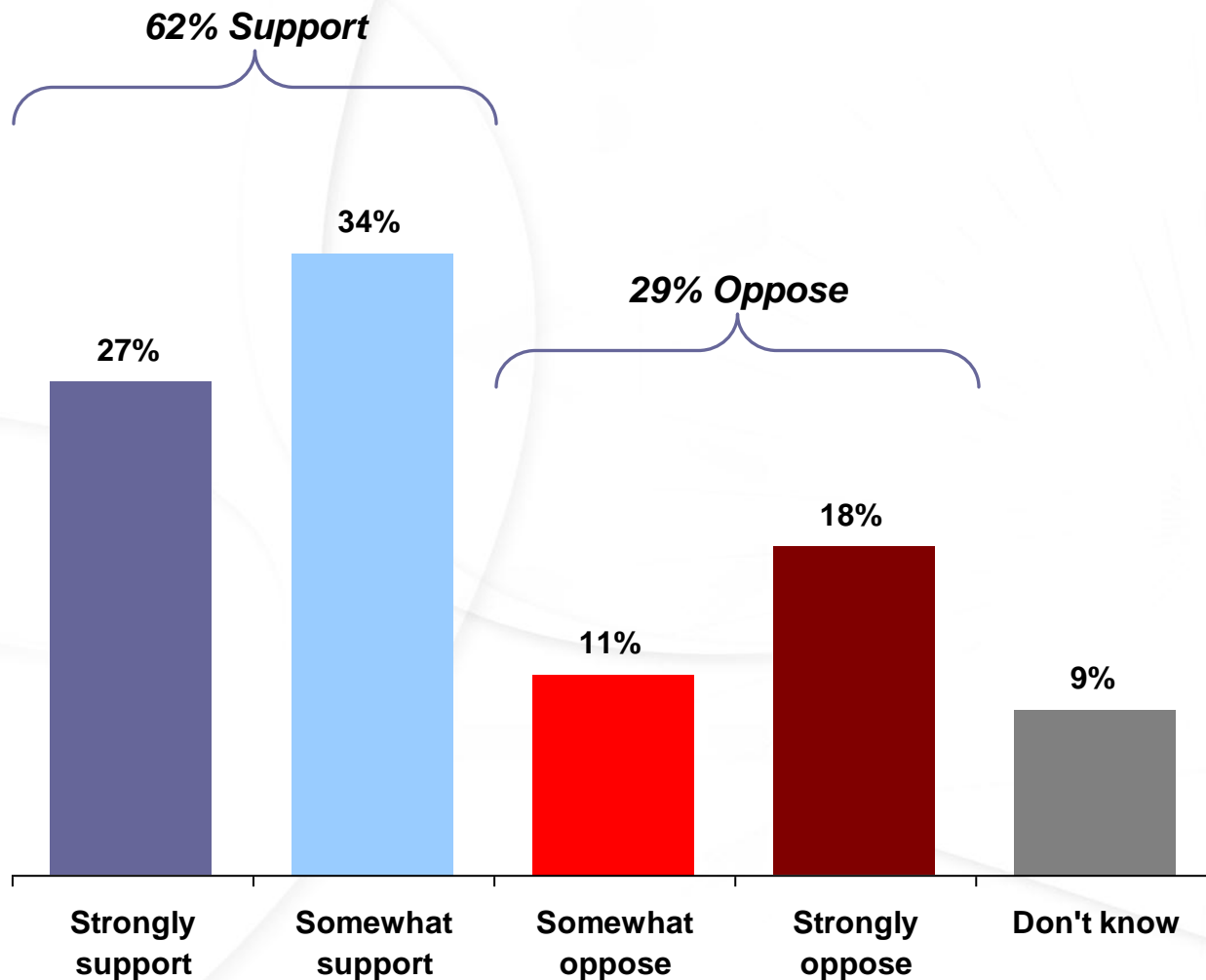


Question: "How familiar are you with the proposal to build new wind turbines just south of Thunder Bay for the purpose of generating electricity?" [n=609]



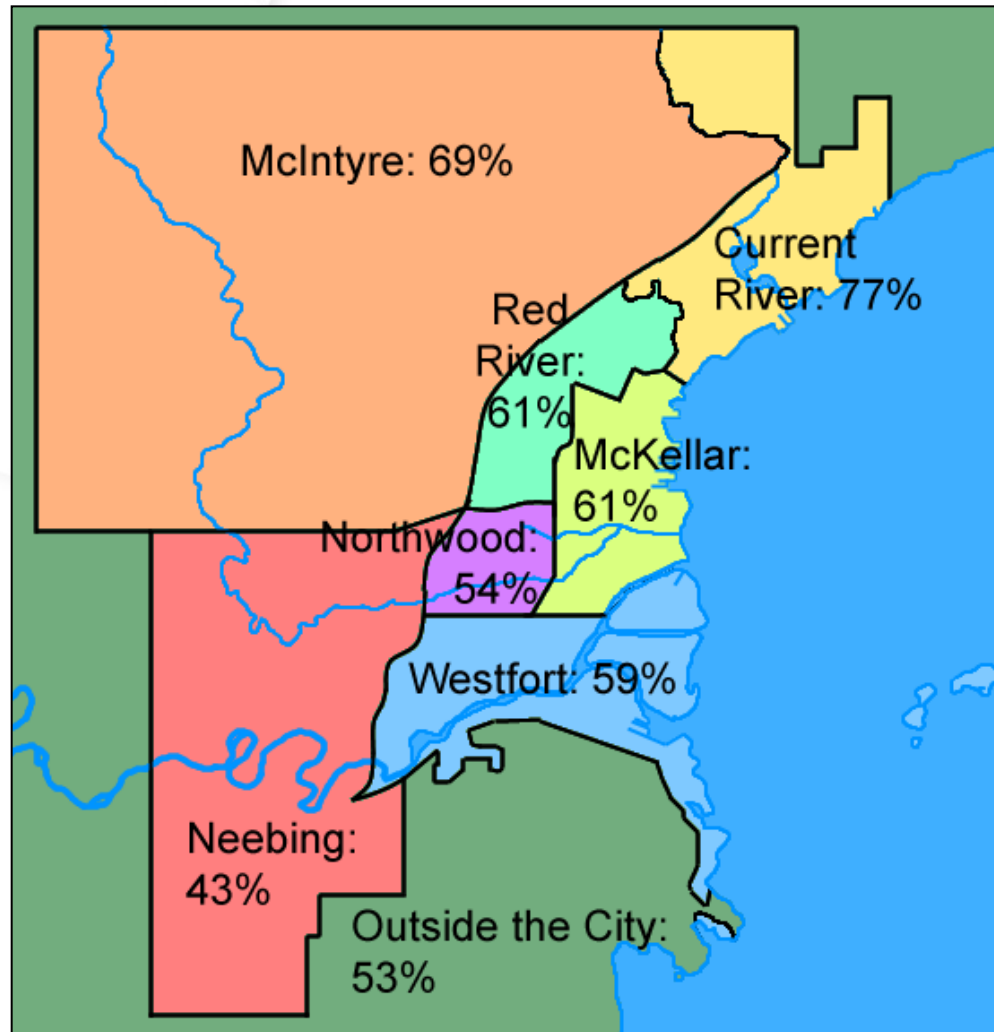
# Support for / Opposition to Proposed Wind Park:

*Two-thirds of residents support the wind park*



Question: "As you may already know, a private company called Horizon Wind has leased land from the City of Thunder Bay. This land is located outside of Thunder Bay in the neighbouring Municipality of Neebing. On this land, Horizon Wind is planning to build a number of wind turbines for the purpose of generating electricity. Based on what you already know or what you may have heard about Horizon Wind's plan, how much do you support or oppose the building of a wind park just outside of Thunder Bay?" [n=609]

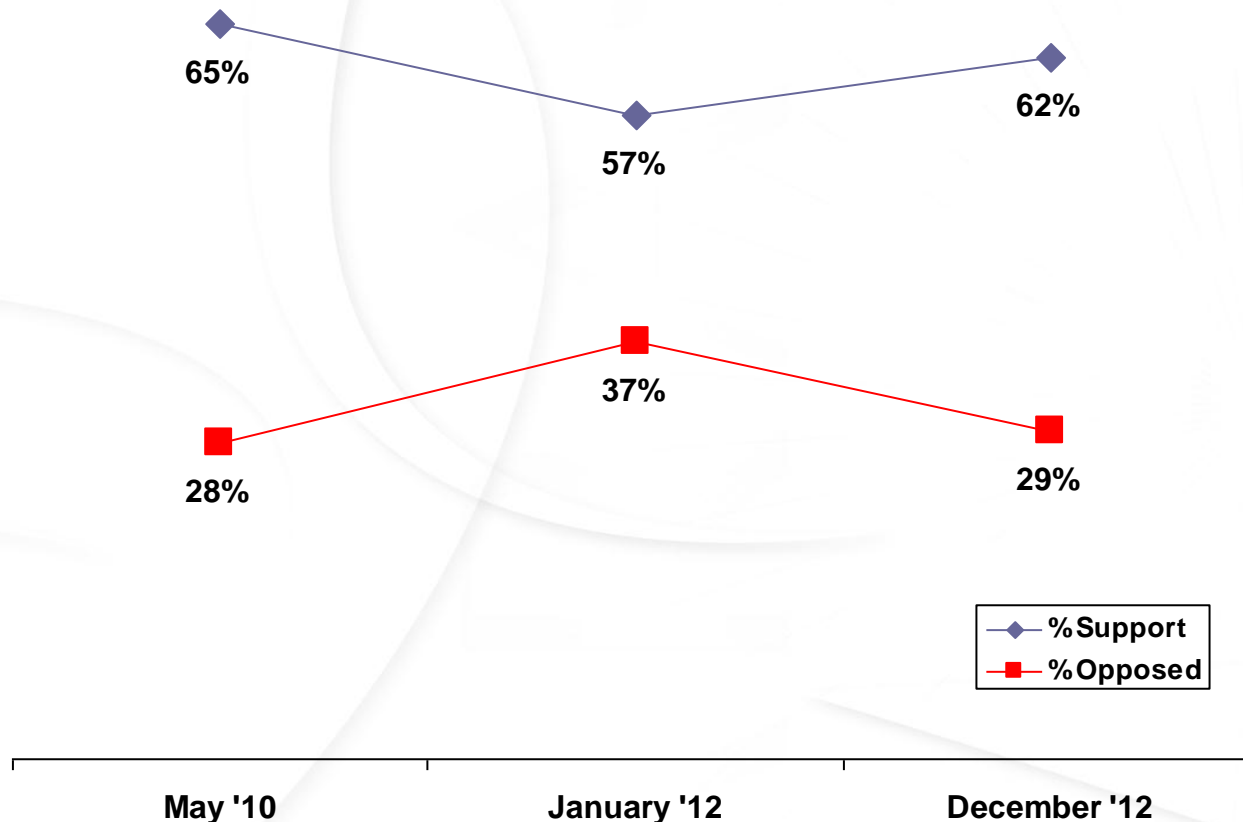
# Support for / Opposition to Proposed Wind Park: *Ward-by-ward results*



Question: "As you may already know, a private company called Horizon Wind has leased land from the City of Thunder Bay. This land is located outside of Thunder Bay in the neighbouring Municipality of Neebing. On this land, Horizon Wind is planning to build a number of wind turbines for the purpose of generating electricity. Based on what you already know or what you may have heard about Horizon Wind's plan, how much do you support or oppose the building of a wind park just outside of Thunder Bay?" [n=715]

# Support for / Opposition to Proposed Wind Park:

*Majority support for wind park has persisted over past 2.5 years*



Question: "As you may already know, a private company called Horizon Wind has leased land from the City of Thunder Bay. This land is located outside of Thunder Bay in the neighbouring Municipality of Neebing. On this land, Horizon Wind is planning to build a number of wind turbines for the purpose of generating electricity. Based on what you already know or what you may have heard about Horizon Wind's plan, how much do you support or oppose the building of a wind park just outside of Thunder Bay?" [n=609]

# Reasons for Supporting Wind Park:

*Going forward with wind park is good for producing renewable / clean energy*

## Most important reason:

→ **Renewable / clean energy (31%)**

## Somewhat important reasons:

- Alternative source of energy (16%)
- Environmentally friendly / No pollution (11%)
- Creates jobs / Positive economic impact (11%)
- Will produce savings on electricity (9%)

## Less important reasons:

- I like the plan (4%)
- Reduce our reliance on coal and oil (3%)
- I support wind power generally (2%)
- Sustainable energy source (2%)
- The community needs it (2%)
- Think about the future (2%)

Don't know: 2%

# Reasons for Opposing Wind Park:

*Those opposed principally cite their proximity to the proposed wind park*

## Most important reason:

→ **Location / Proximity (25%)**

## Somewhat important reasons:

- Impact on people's health (14%)
- For aesthetic reasons (12%)
- The community doesn't need the extra energy (8%)
- Too expensive (7%)
- Negative impact on the environment (6%)

## Less important reasons:

- Don't trust anybody involved in the project (4%)
- I need more information about the project (4%)
- I'm skeptical about wind power generally (4%)
- Don't like the plan (3%)
- I won't benefit from the power or money generated by it (3%)
- Impact on animal habitat (2%)
- I support the local residents who are against it (2%)

Don't know: 1%

# POLLARA

To find out more, visit us at...

**[www.pollara.com](http://www.pollara.com)**